

Rep Order# 7895366 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/07/2012 12:54 PM
Last Received: 08/07/2012 11:23 AM
Showing Buylines: All Lines

1 of 5

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2980
Buyer KRISTY MORAN
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2980
Flight Dates 08/24/2012 - 08/30/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	TODAY SHW2	9A-10A	:30	08/24-08/24	2	\$230.00	2
Rating: 1.4								
2	M-TH	TODAY SHW2	9A-10A	:30	08/27-08/30	8	\$230.00	8
Rating: 1.4								
Buyline Comment: 2/DAY								
6	F	RACHAEL RAY	10A-11A	:30	08/24-08/24	1	\$230.00	1
Rating: 1.3								
7	M-TH	RACHAEL RAY	10A-11A	:30	08/27-08/30	4	\$230.00	4
Rating: 1.3								
Buyline Comment: 1/DAY								
11	F	STUDIO 5	11A-12P	:30	08/24-08/24	2	\$220.00	2
Rating: 1.1								
12	M-TH	STUDIO 5	11A-12P	:30	08/27-08/30	8	\$220.00	8
Rating: 1.1								
Buyline Comment: 2/DAY								
16	F	KSL 5 NWS-NOON<	12P-1P	:30	08/24-08/24	2	\$220.00	2
Rating: 2.1								
17	M-TH	KSL 5 NWS-NOON<	12P-1P	:30	08/27-08/30	8	\$220.00	8
Rating: 2.1								
Buyline Comment: 2/DAY								

3
4
5

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Ln Day Program

Time

Len

Dates

Spots/Week

Rate

Total Spots

65 SA

SPORTS BEAT SA<

1035P-1105P

:30

08/25-08/25

1

\$425.00

1

Rating: 1.6

66 SU

SPORTS BEAT SU

1035P-11P

:30

08/26-08/26

1

\$500.00

1

Rating: 1.9

67 SA

SPORTS BEAT SA

630P-7P

:30

08/25-08/25

1

\$100.00

1

Rating: 0.7

68 TU

AMER TALENT

9P-10P

:30

08/28-08/28

2

\$3,200.00

2

Rating: 9.7

69 W

REPUBLICAN CONVENTION

7P-9P

:30

08/29-08/29

1

\$2,200.00

1

Rating: 4.0

70 F

AMER TALENT (R)

7P-8P

:30

08/24-08/24

1

\$1,800.00

1

Rating: 5.8

---REPORT TOTALS---

Report Totals: 113 / \$59,835.00

---SALES MONTHLY TOTALS---

Aug 12: 30 / \$13,355.00

Sep 12: 83 / \$46,480.00

Sales Totals: 113 / \$59,835.00

Station Totals: 113 / \$59,835.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$239,340

CABL 0%

KJZZ 0%

KSL 25%

KSTU 0%

KTVX 0%

UNKN 75%

Books

null

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Demos RA35+

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